



# Downtown Master Plan

## *Work-in-Progress Concepts List*

*(In no particular order of importance)*

1. Encourage greater private investment in all areas of the Downtown
2. Advance the goal of maintaining and expanding Downtown retailing opportunities
3. Create a “Civic Square” at 13<sup>th</sup> & P Streets supported by related private retail, office, residential, and service development
4. Expand private and public office uses in Downtown, including the marketing of existing vacant space
5. Maintain and preserve Downtown’s historic and cultural resources
6. Pursue P Street Retail Strategy Concept
7. Establish broader use of mix-use approach in Downtown developments
8. Work for greater availability of parking throughout Downtown
9. Rehabilitate and enhance Centennial Mall
10. Increased housing choices throughout the Downtown area
11. Explore creation of anchor retail complexes
12. Construct public event and entertainment venues
13. Determine reuse potential for Pershing Auditorium
14. Improve transit services to and within Downtown and UNL
15. Site and construct new Downtown Library
16. Ensure long term viability of the Haymarket Historic District
17. Complete 12<sup>th</sup> Street Arts Corridor Concept
18. Conclude and pursue arena/convention/conference facility strategy
19. Enhance the comfort and security of the Downtown pedestrian experience
20. Establish “Marketplace Retail” to support Downtown living
21. Further the relationship between Downtown and UNL
22. Establish and implement an Downtown Design Guidelines program
23. Create a network of “promenade” public-ways for the Downtown
24. Implement an expanded on-street bicycle system
25. Ensure long term viability of Downtown’s entertainment industry
26. Introduce “Two-way traffic concept” on South 13th Street
27. Pursue beneficial long term redevelopment of West Haymarket
28. Integrate public green space in, through, and adjacent to the Downtown
29. Seek to maintain and expand Downtown hotel capacity
30. Work to maximize community’s investment in Antelope Valley through implementation of Downtown Master Plan
31. Consider parallel access roads along the O Street frontage
32. Maintain Downtown as City’s primary governmental core
33. Examine long term potential for Downtown streetcar service